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HEATHERHOME'S STRAWBERRIES

Especially Grown
for the
AMERICAN HOME GARDEN

DO YOU KNOW?

*That the right time to plant Strawberries,
is from*

June 15th till August 15th

*If you want to know the reasons therefor,
please read this folder and learn more
about progressive gardening.*



Heatherhome Seed and Nursery Co.
Incorporated

Formerly
Knight & Struck Company

**258 Fifth Avenue
New York**

UP-TO-DATE CULTURE OF STRAWBERRIES

Strawberries require a sunny location and a fairly deep, thoroughly friable and rich soil.

When you receive the plants draw your lines 2 feet apart and set the plants 15 inches apart in the row.

Place a good liberal quantity of manure under each plant but do not let the roots of the young plants come in immediate contact with it. Puddle all plants before setting out and firm the plants well in the soil when planting.

Cultivate the beds thoroughly every few days and cut off all runners as soon as they show themselves. Dress the ground several times during the season with "Pulverized Sheep Manure" and during the dry weather water them. Keep the weeds down and early in spring mulch the soil with salt hay or straw so that the berries do not become soiled.

In certain sections it is necessary to cover the plants during winter with salt meadow-hay, straw or leaves.

Please note that there are some varieties which have imperfect flowers and which will not bear fruit if planted alone; these must always be planted alternately with a variety which has perfect flowers. To avoid disappointment we offer the imperfect sorts by themselves.

Our offer consists of potgrown plants, grown from virgin plants, which have not fruited and which as a rule are not offered until August and September.

In as much as we are devoting our entire energy to the uplift of the Amateur or Home Gardener, we have discovered many things in which we can make radical departures from existing modes or methods, and we believe that with this offering we are establishing a radical departure, which will produce the important advantage of enjoying a full crop of Strawberries the first year after planting and will guarantee the delivery of the plants in time.

What is the difference between the old method and the new?

Formerly pot grown Strawberry plants were produced from runners grown after the fruiting season and it depended entirely on favorable weather conditions to produce them. No plants were ever shipped before the end of August and frequently not until September with the result that these plants could make but little more growth during that year and bore but a partial crop of fruit the following season.

The new method exists to remove the flowers before they open and to induce the plants to make runners early. Such plants are ready by June 15th and make immense growth the first season and bear a full crop of fruit the spring following.

We can deliver these plants promptly after June 15th
and guarantee better results than ever before.

NEW EVERBEARING OR FALL-FRUITING STRAWBERRIES

Do you know that you may enjoy these berries right through the season and particularly plentiful in fall, when we miss them as a rule. We offer herewith the best of all the recent introductions; varieties which have been tried and proven worthy.

Americus, rich deep red berries of medium size and excellent flavor and a splendid yielder; a heavy cropper in the fall.

Progressive, round deep crimson berries, which begin to ripen with the medium early sorts in June and continue steadily through the whole season, and particularly in the fall.

Superb, the robust plants bear large rich blood red berries which are deeply colored even through the flesh; they are of excellent flavor and are borne on parent plants only from June till October.

Prices of the foregoing.....\$1.25 per dozen \$6.00 per 100

JUNE BEARING STRAWBERRIES

NOVELTIES

Kellogg's Premier. The fruit begins ripening with the earliest varieties and continues until the latest varieties are at their best. The berries are larger than those of any other early variety. Fruit is deeply and richly colored and very firm. Foliage is light green, grows tall and spreads completely over its load of fruit, which protects the berries from the sun. It is a good runner and easily handled in the fruiting bed.

Kellogg's Prize [P]. A pistillate variety with a very long fruiting season. It thrives in soils of every class and yields immense quantities of large, perfectly formed berries, highly colored from center to circumference, its golden seeds lending a gloss to the surface of surpassing brilliancy and beauty.

Pennell. A vigorous grower and sure cropper; fruit is large and fine when given plenty of room in the bed. Berries fresh from the vines possess the finest, richest flavor imaginable. A fine variety for the home garden.

Pittsville. A new mid-season variety, beginning to ripen with the early varieties and continues for a long season. The berry is of extra large size, well colored, and very firm, making it a good shipper, excellent flavor, a good market or home table berry. The plants are exceedingly vigorous.

Magic Gem. A mid-season to late variety, berries are very large, but also beautifully formed, highly colored, flavor mild and delicious. A good keeper.

Novelties\$1.25 per dozen \$6.00 per 100

STANDARD SORTS

The following sorts are 75c. per dozen or \$4.00 per 100.

All the following have PERFECT Flowers:

August Luther. One of the best early varieties. It is very prolific, fruiting early and continuing until practically every berry reaches a good size. Berries are uniform in size and shape; dark red; firm.

Barrymore. This variety resembles Marshall but is a much better bearer.

Brandywine. Berries are large, firm and solid, excellent in quality, with fine aromatic flavor. A vigorous grower, succeeding on any soil. Mid-season to late.

Chesapeake. One of the best strawberries grown, all things considered. It is very large, of fine form, as late as Gandy and in flavor ranks with "Marshall" and "Wm. Belt."

Commonwealth. A valuable extra late variety. Fruit is large, smooth, dark red and juicy, of excellent quality.

Gandy. The standard late variety by which all other late varieties are compared. A strong compact grower with large, firm berries of finest flavor. Still keeps up with Chesapeake in size and production.

Glen Mary. Makes strong, sturdy plants which are amply able to mature their immense load of fruit; a superb variety which unites large size, great productiveness and good quality.

Heritage. A long-season variety, bearing from early to late; berries are very large and firm.

Joe Johnson. Extremely large and deliciously flavored, but producing its rich red berries very late; in fact it is latest berry to fruit.

Kevitt's Wonder. One of the very best strawberries. That is, covering every point of merit, a berry of high rank, exceedingly beyond the limit for productiveness, firmness of color, flavor and shape of berries, it is pronounced the ideal strawberry. It contains but very little acid, has very few seeds, and is mild and sweet. The plants yield a heavy load of fruit.

Manhattan. This is a New Jersey berry of large production; berries are large and of fine sweet flavor; juicy.

McAlpine. A heavy yielder; berries large and full to the last pickings.

Nick Ohmer. A superb variety for the home table, as it is a good grower, free from rust and bears heavy crops of large, dark glossy red berries, highly colored all the way through, and of superior flavor. Medium to late.

Pride of Delaware. A large, firm and evenly colored berry, holding the fruit well up from the ground, ripens a few days before the Gandy.

Senator Dunlap. Fruit is large, dark red in color, and has very rich flavor. Plants are exceedingly prolific. Medium to late.

Wm. Belt. Berries are always of large size and good quality; flesh is solid, meaty, deep crimson in color. It begins to ripen quite early, continuing until almost the close of the season, and the last berries are handsome, large and full flavored.

The following sorts are imperfect in flower and must be planted with a perfect sort in order to bear:

Bubach [P]. The most popular of all large strawberries. Plant is very productive, completely covering ground about it with berries which are roundish, slightly flattened. Mid-season.

Fendall [P]. A seedling from Wm. Belt which partakes of all the good qualities of its parent, but is far superior in flavor. Mid-season to late.

Giant Ruby [P]. Very productive, vigorous plants; immense berries of excellent flavor, ripening soon after the early sorts and continuing to bear until others are gone.

Haverland [P]. A standard variety that is universally praised. It succeeds on all kinds of soil, and seems to be the least affected by frost, often producing a full crop of perfect fruit when other varieties are badly damaged. Medium in season, very productive, large to very large, and holds up in size to the last picking. It is long in shape, gradually tapering, and light scarlet in color.

Hunn [P]. An extra late variety; very productive. Berries are extra large, deeply colored; flesh firm, of excellent flavor.

Sample [P]. A large, round, dark crimson berry of extra good quality. Late bearer.

All "Standard" Sorts, 75c. per dozen, \$4.00 per 100.

We furnish six per dozen rate or 25 or more per 100 rate.